

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 138-2004



To: Mayor David Dermer and
Members of the City Commission

Date: June 1, 2004

From: Jorge M. Gonzalez
City Manager

Subject: MIAMI HERALD WRAP – VISITORS' GUIDE

This Letter to Commission (LTC) is intended to advise you of the "Herald Wrap" a new initiative being undertaken by the Miami Herald in partnership with the City of Miami Beach and the Greater Miami Convention & Visitors Bureau.

The Wrap is a weekly visitors' guide that is wrapped around the daily Miami Herald distributed to hotels throughout Greater Miami & the Beaches. It currently reaches more than 86,000 hotel rooms per week in 140 hotels providing a list of upcoming events, happenings and attractions. It also includes some brief editorials on shopping and points of interest within Miami-Dade County.

The most recent version is attached for your review.

JMG:CMC\mas

c: Christina M. Cuervo, Assistant City Manager
Ramiro Inguanzo, Chief of Staff, Office of the City Manager
Max A. Sklar, Tourism and Cultural Development Assistant Director
Michael Aller, Tourism and Convention Director/Chief of Protocol
Nannette Rodriguez, Public Information Officer

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